

DAWN OF GREATER CLOTHING VALUES CHANGE OF OWNERSHIP SALE

Saturday, the Greatest Overcoat Sale of the Year

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The Most Startling SALE Omaha Has Known

Change of Ownership SALE Mighty Values

OVERCOATS

Choose your new winter overcoat Saturday from the entire mid-season stock of the Nebraska Clothing Co.

SAVE 1/3 TO 1/2

Thousands of handsome new O'coats-- the Nebraska Clothing Co.'s back orders from world's best clothes makers.

YOU MEN AND YOUNG MEN OF OMAHA WILL SEE THE MOST NOTABLE DEMONSTRATION OF THE GREATER Nebraska's supreme value giving power in this mammoth overcoat sale.

Included in this most remarkable distribution of fine overcoats you will find the newest long roll shawl collar styles, the new single and double breasted models, the new belted novelties, the new imported weaves in all the new colorings.

Nebraska Clothing Co.'s Entire Stock of Men's & Young Men's Suits and Overcoats

On sale in four enormous groups. All blue serges and black suits are included.

- Choose from all The Nebraska's \$10.00 and \$12.50 Suits and Overcoats at \$7.50
Choose from all The Nebraska's \$15.00 and \$16.50 Suits and Overcoats at \$9.75
Choose from all The Nebraska's \$20.00 and \$22.50 Suits and Overcoats at \$13.50
Choose from all The Nebraska's \$25.00, \$30 and \$35 Suits and Overcoats at \$17.50

This Great Sale Points the Way to the Nebraska for "His" XMAS GIFTS

Note these remarkable special Xmas values in Men's High Grade Furnishings for Saturday

- Men's 25c Boston Garments at 15c
Men's 15c Handkerchiefs at 7c
Men's 25c Lisle Suspenders at 15c
Men's 50c Knitted Silk Hose at 30c
Men's 50c Pure Silk Neckwear at 25c
Men's \$1.25 and \$1.50 Cape and Kid Gloves at 95c
Men's \$1.50 flannel shirts at 95c
Men's Initial Handkerchiefs, 1/2 doz. in box, 75c values at 50c
Men's \$1.25 and \$1.50 Flannel Pajamas and Night Robes at 95c
Men's \$2 and \$2.50 Excellent Shirts at \$1.45
Men's \$1.50 Columbia shirts at \$1.10
Men's \$1 and \$1.25 Shirts at 75c

- Men's 50c Knitted Silk Hose at 30c
Men's \$4.00 Sweaters, great sale price at \$2.95
Men's \$1.25 and \$1.50 Union Suits at 95c
Men's \$2.00 Merino and Wool Union Suits at \$1.45
Men's \$4.00 Muldoon's Hygienic Wool Union Suits at \$2.45
Men's \$4.00 Bath Robes at \$2.50

Men's Bath Robes and House Coats Every man longs for a comfortable house garment--Christmas is your opportunity to gratify his wish--here's the stock to suit you both.



Beautiful New Neckwear We direct special attention of discriminating holiday gift buyers to our wonderful showing of high grade new neckwear.

Men's High Grade Gloves Fine Fur and Lamb lined Gloves and Mittens. Automobile Gauntlets. Lined and unlined. Fleece lined Cape Gloves and Mittens. Fur Gloves, Mittens and Gauntlets.

Suit Cases, Bags, Fine Umbrellas Most acceptable of all gifts--great lines of fine grips, suit cases and traveling goods.

Men's Xmas Hosiery Celebrated Holoproof Hose. All grades, all colors, 6 pairs guaranteed for 6 months.

Great Sale of Fine Shoes All Women's \$4.00 and \$4.50 Shoes, \$2.45 sale price
All Women's \$3.00 and \$3.50 Shoes, \$1.95 sale price
Men's fine \$3.50 and \$4.00 Shoes, \$2.79 sale price
Christmas slippers on sale, great variety at 49c to \$2.50

Men's Fur Caps \$6.00 Fur Caps \$4
\$8.00 Fur Caps \$5
\$10 Fur Caps \$8
\$2 Fur Caps \$1.50
\$1.00 Cloth Caps 69c
\$1.50 Cloth Caps 95c

Men's Fur Caps \$6.00 Fur Caps \$4, \$8.00 Fur Caps \$5, \$10 Fur Caps \$8, \$2 Fur Caps \$1.50, \$1.00 Cloth Caps 69c, \$1.50 Cloth Caps 95c

Nebraska Clothing Co. FARNAM & FIFTEENTH STS. Do Your Christmas Buying Now.

Boys' Clothes--save 1/3 TO 1/2 Overcoats, Boys' Suits, Boys' Sweater Coats, Boys' Winter Caps, Boys' Waists and Shirts, Boys' Fancy Neckwear

From Our Near Neighbors

Weeping Water. Mrs. R. G. Chisba is visiting her son in Lincoln. H. F. Ruby moved to town this week to reside. The Farmers' institute held here last Wednesday was quite well attended.

Blair. Postmaster W. J. Cook was a Lincoln visitor last Friday. Mrs. R. C. Mould of Omaha spent last Saturday with Mr. and Mrs. Ross. Mrs. Clyde Shaw of Omaha spent Sunday with Mr. and Mrs. A. E. Hanna.

Mondamin, Ia. is here at her home, having suffered a broken bone in her foot. Superintendent W. H. Meyers and Principal C. R. Gates of the Blair schools were in attendance at a meeting of the schoolmasters' club held at Lincoln last Friday. Will K. Stroh, who has been publishing the Fiscal News at Pisgah, Ia., for about two years, has closed up his print shop and is back on his old job in the Blair Tribune office.

JOHNSON COUNTY FAIR ASSOCIATION MEETS RANDALL MAKES TALKS ON FIRE PREVENTION WYMORE, Neb., Dec. 12--(Special).--C. A. Randall, chief deputy fire commissioner, and an under deputy, were in the city yesterday. Mr. Randall made seven talks on fire prevention while here.